



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of:

Applicant : Graham, et al.
Serial No. : 09/945,378
Filed : August 31, 2001
Title : COMPUTERIZED SYSTEM AND METHOD FOR PROVIDING
: ADVERTISING TO A CONSUMER
Docket No. : CGR03-GN003

COPY OF PAPERS
ORIGINALLY FILED

Assistant Commissioner for Patents
Washington, D.C. 20231

Sir:

POWER OF ATTORNEY

All right, title, and interest in the above-identified patent application has been assigned to Adternity, Inc. from the inventors, Michael B. Graham, John A. Woffington IV and Steven P. Wolf, by Assignment.

The undersigned, as Director of Product Development of Adternity, Inc., has reviewed the evidentiary documents for the above-identified patent application and hereby certifies that to the best of his/her knowledge and belief, all right, title, and interest in and to the above-identified application is in Adternity, Inc., the party seeking to take this action.

On behalf of Assignee and owner of the above-identified U.S. patent application, by assignment, Adternity, Inc. hereby appoints:

David A. Mancino Reg. No. 39,289
Tracey A. Chriske Reg. No. 40,558

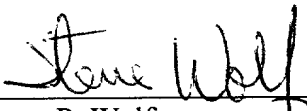
as its attorneys with full power of substitution and revocation, to transact all business in the U.S. Patent and Trademark Office connected therewith. Please address all correspondence and telephone calls to:

David A. Mancino, Esq.
Taft, Stettinius & Hollister LLP
425 Walnut Street; Suite 1800
Cincinnati, Ohio 45202-3957
(513) 357-9331

I, Steven P. Wolf, declare that all statements made herein of my own knowledge are true, and that all statements made on information and belief are believed to be true; and further, that the statements are made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001, Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Adternity, Inc.

Date: 9/23/ci



Steven P. Wolf
(Officer of Adternity, Inc.)
Director of Product Development

H:\Adternity\Power of Attorney.wpd



Docket: CGR03-GN003

COPY OF PAPERS
ORIGINALLY FILED

DECLARATION

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name; that

I verily believe I am the original, first and sole inventor (if only one name is listed below) or a joint inventor (if plural inventors are named below) of the invention entitled:

COMPUTERIZED SYSTEM AND METHOD FOR PROVIDING ADVERTISING TO A CONSUMER

described and claimed

in the attached specification;

X

in the specification filed August 31, 2001, as U.S. Application Serial No.
09/945,378 and as amended.

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims as filed and as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to the examination of this application in accordance with Title 37, Code of Federal Regulations, §1.56(a).

Send Correspondence To:

David A. Mancino
Taft, Stettinius & Hollister LLP
425 Walnut Street
Suite 1800
Cincinnati, OH 45202-3957

Direct Telephone Calls To:

David A. Mancino
(513) 357-9331

I further declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under §1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Full name of sole or first Inventor - Michael B. Graham

Inventor's Signature Michael B. Graham

Date: Sept 25, 2001

Residence: Cincinnati, Ohio

Citizenship: USA

Post Office Address: c/o Adternity, Inc.
1148 Main Street; 2nd floor
Cincinnati, Ohio 45210

Full name of second Inventor - John A. Woffington IV

Inventor's Signature John A. Woffington IV

Date: 9/24/01

Residence: Cincinnati, Ohio

Citizenship: USA

Post Office Address: c/o Adternity, Inc.
1148 Main Street; 2nd floor
Cincinnati, Ohio 45210

Full name of third Inventor - Steven P. Wolf

Inventor's Signature Steven P. Wolf

Date: Sept 23, 2001

Residence: Cincinnati, Ohio

Citizenship: USA

Post Office Address: c/o Adternity, Inc.
1148 Main Street; 2nd floor
Cincinnati, Ohio 45210

H:\Adternity\adternity dec.wpd